



Samson Capital Advisors and Wilkinson O’Grady now operate under Fiera Capital

NEW YORK, APRIL 4, 2016 //-- Fiera Capital Corporation ("Fiera Capital" or the "Firm") (TSX: FSZ), a Montreal-based leading independent asset management firm, is pleased to announce that Samson Capital Advisors ("Samson") and Wilkinson O’Grady Inc. & Co ("Wilkinson O’Grady") will now operate under the Fiera Capital brand name, starting today. Samson and Wilkinson O’Grady were acquired by the Firm in 2015 and 2013, respectively and together they now form the backbone of Fiera Capital’s U.S. division, as Fiera Capital Inc.

The retirement of the Samson and Wilkinson O’Grady names is the culmination of a process set in motion at the end of last year when Samson and Wilkinson O’Grady were combined as one unified team and shortly thereafter moved in together into new offices in midtown Manhattan in December. This combination brings together two New York-based investment management firms, each with long-term investment performance records and reputations for strong client service.

“Our objective is to transfer the goodwill and reputations of Samson and Wilkinson O’Grady to Fiera Capital’s U.S. division, where clients will continue to have direct access to seasoned, dynamic investment teams”, said Benjamin Thompson, President and Chief Executive Officer of Fiera Capital Inc., Fiera Capital’s U.S. division. “Combined with Fiera Capital’s existing U.S. institutional team, Samson and Wilkinson O’Grady’s teams truly reinforce our full-fledged asset management operation in the U.S.”

“Retiring the Samson and Wilkinson O’Grady brands makes sense at this juncture. We’ve combined two successful and well respected asset management teams, each committed to growing together while continuing to serve existing clients as they always have.” said Donald M. Wilkinson III, Vice Chairman and Chief Investment Strategist for Global Equity and Tactical Asset Allocation.

Samson was founded in 2004 as an independent global fixed income and currency boutique. The Samson team’s investment strategies focus on tax efficiency, real wealth preservation, and the development of non-correlated strategies built on domestic and multicurrency expertise. Wilkinson O’Grady was founded in 1972. The Wilkinson O’Grady team actively manages global, domestic and international portfolios for individuals, families, trusts, endowments, and foundations located around the world.

Fiera Capital Corporation recently took additional steps to increase its presence in the U.S. by signing an agreement to acquire Apex Capital Management, a U.S. growth equity manager based in Dayton, OH, with approximately \$7.1 billion in AUM as of December 31, 2015. The acquisition, expected to close during the second quarter, is subject to customary conditions, including applicable regulatory approvals and approval of the Toronto Stock Exchange.

About Fiera Capital Corporation

Fiera Capital Corporation (the "Firm") is a leading North American independent asset management firm listed on the Toronto Stock Exchange. The Firm offers a wide range of traditional and alternative investment solutions, including depth and expertise in asset allocation. At December 31, 2015, the Firm had over CAD\$100 billion in assets under management. The Firm delivers distinctive investment management capabilities to institutional, private wealth and retail clients in Canada. In the U.S., asset management services are provided by its U.S. affiliates, Bel Air Investment Advisors LLC and Fiera Capital Inc., which are investment advisers registered with the U.S. Securities and Exchange Commission (the "SEC"). Registration with the SEC does not imply a certain level of skill or training. For more information, visit <http://www.fierausa.com/>.

Additional information relating to the Firm, including the Firm's annual information form, is available on SEDAR at www.sedar.com.

Forward-Looking Statements

This document may contain certain forward-looking statements. These statements relate to future events or future performance, and reflect management's expectations or beliefs regarding future events, including business and economic conditions and Fiera Capital's growth, results of operations, performance and business prospects and opportunities. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. In some cases, forward-looking statements can be identified by terminology such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "estimate", "predict", "potential", "continue", "target", "intend" or the negative of these terms, or other comparable terminology.

By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and a number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, readers should specifically consider various factors that may cause actual results to differ materially from any forward-looking statement.

These factors include, but are not limited to, market and general economic conditions, the nature of the financial services industry, and the risks and uncertainties detailed from time to time in Fiera Capital's interim and annual consolidated financial statements, and

its Annual Report and Annual Information Form filed on www.sedar.com. These forward-looking statements are made as of the date of this document, and Fiera Capital assumes no obligation to update or revise them to reflect new events or circumstances.

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